PROVIDING MARKET FEEDBACK ASSOCIATED WITH
ELECTRONIC COMMERCE TRANSACTIONS TO SELLERS

ABSTRACT OF THE DISCLOSURE

An electronic commerce system (10) providing market feedback to sellers includes a server (40) operating on one or more computers. The server (40) records query information associated with a search query for a buyer (20) of one or more databases containing product data. The server (40) also records presentation information associated with presentation of multiple search results to the buyer (20), each search result including data for a product matching one or more search criteria specified in the search query, the search results including one or more search results reflecting product data for a particular seller (30). The server (40) also records selection information associated with selection by the buyer (20) of a particular search result from among the multiple search results. The server (40) also provides at least some of the recorded query information, presentation information, or selection information to the particular seller (30) to allow the particular seller (30) to assess one or more aspects of its product data relative to product data of other sellers (30).